



Symposium on Personal Data & Privacy Protection



12 July 2011





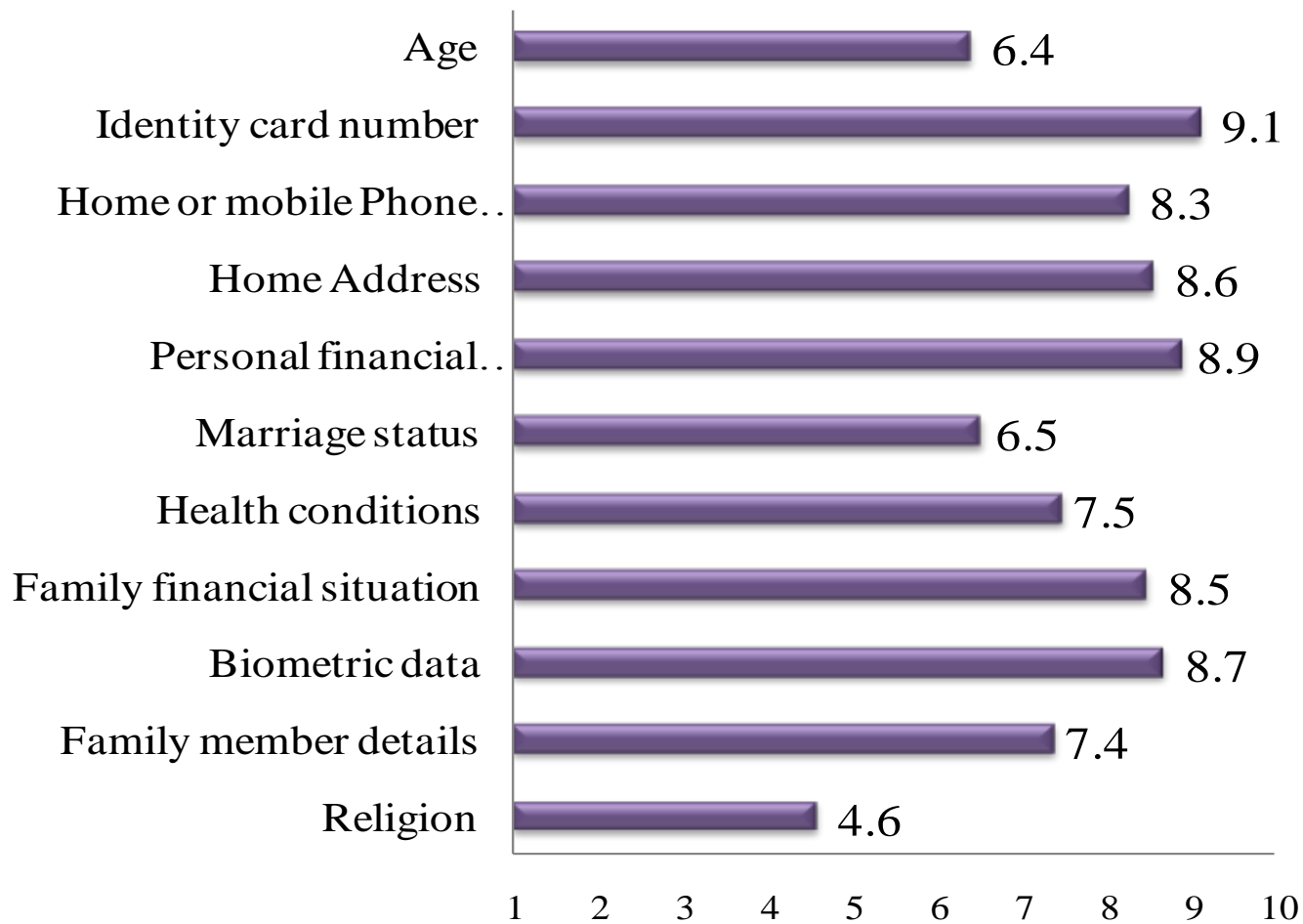
Hong Kong Personal Data and Privacy Awareness Survey 2011

Preliminary Observations:
Do they mean what they say?

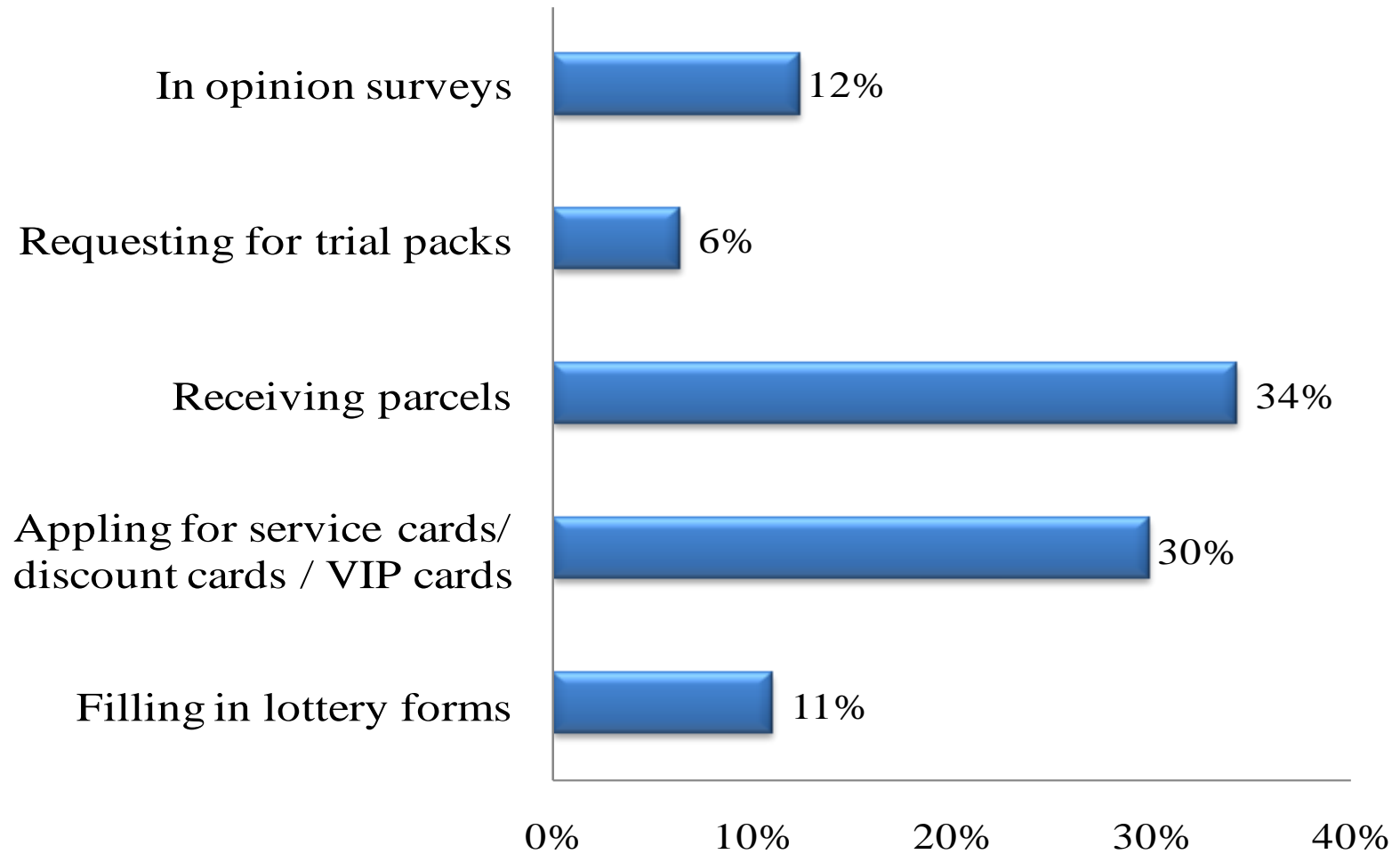


YIP Hak Kwong
Policy 21

Importance of personal data



Will provide anything if asked, when....



Cases considered as misuse of personal data

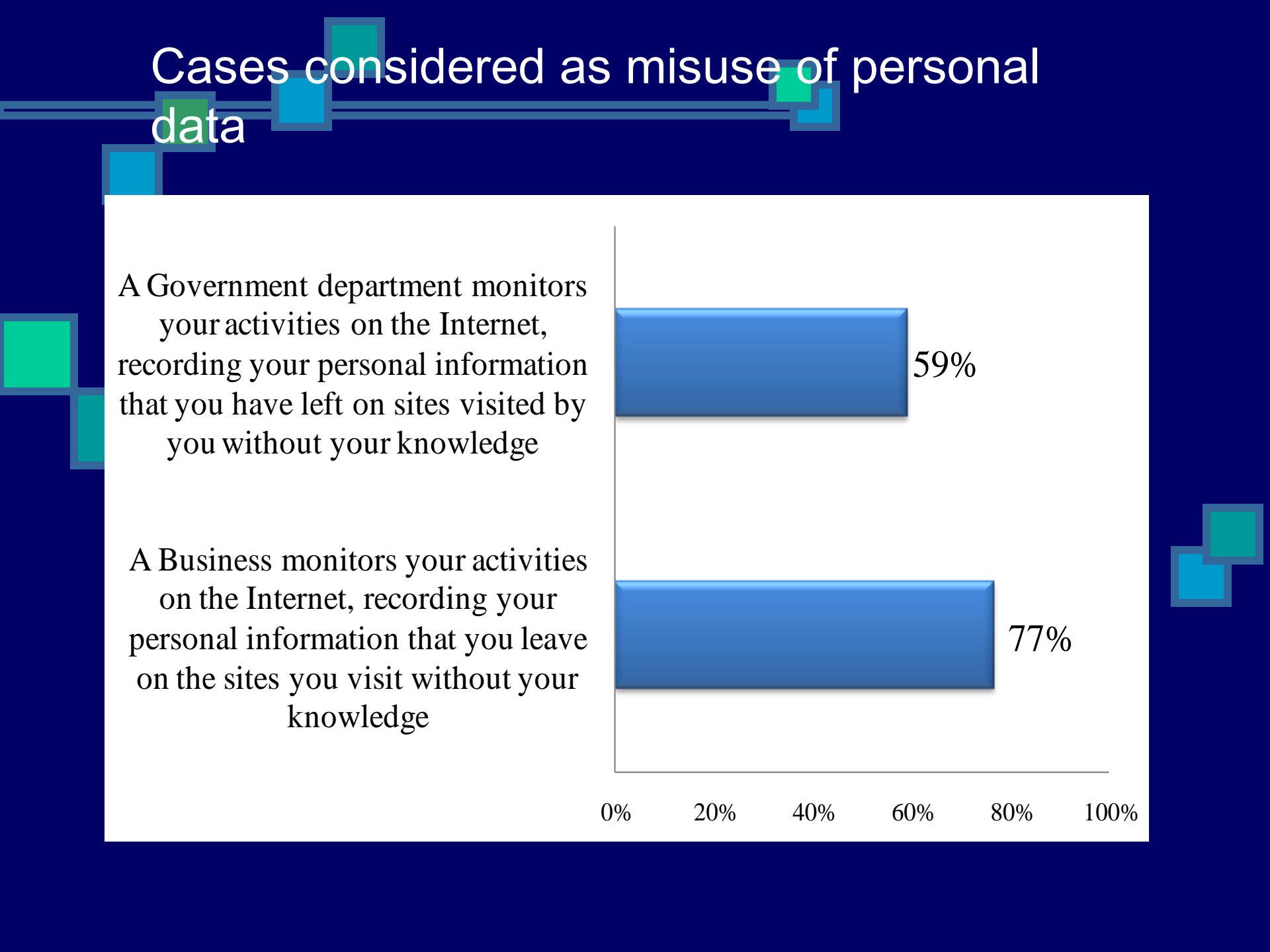
A Government department monitors your activities on the Internet, recording your personal information that you have left on sites visited by you without your knowledge

59%

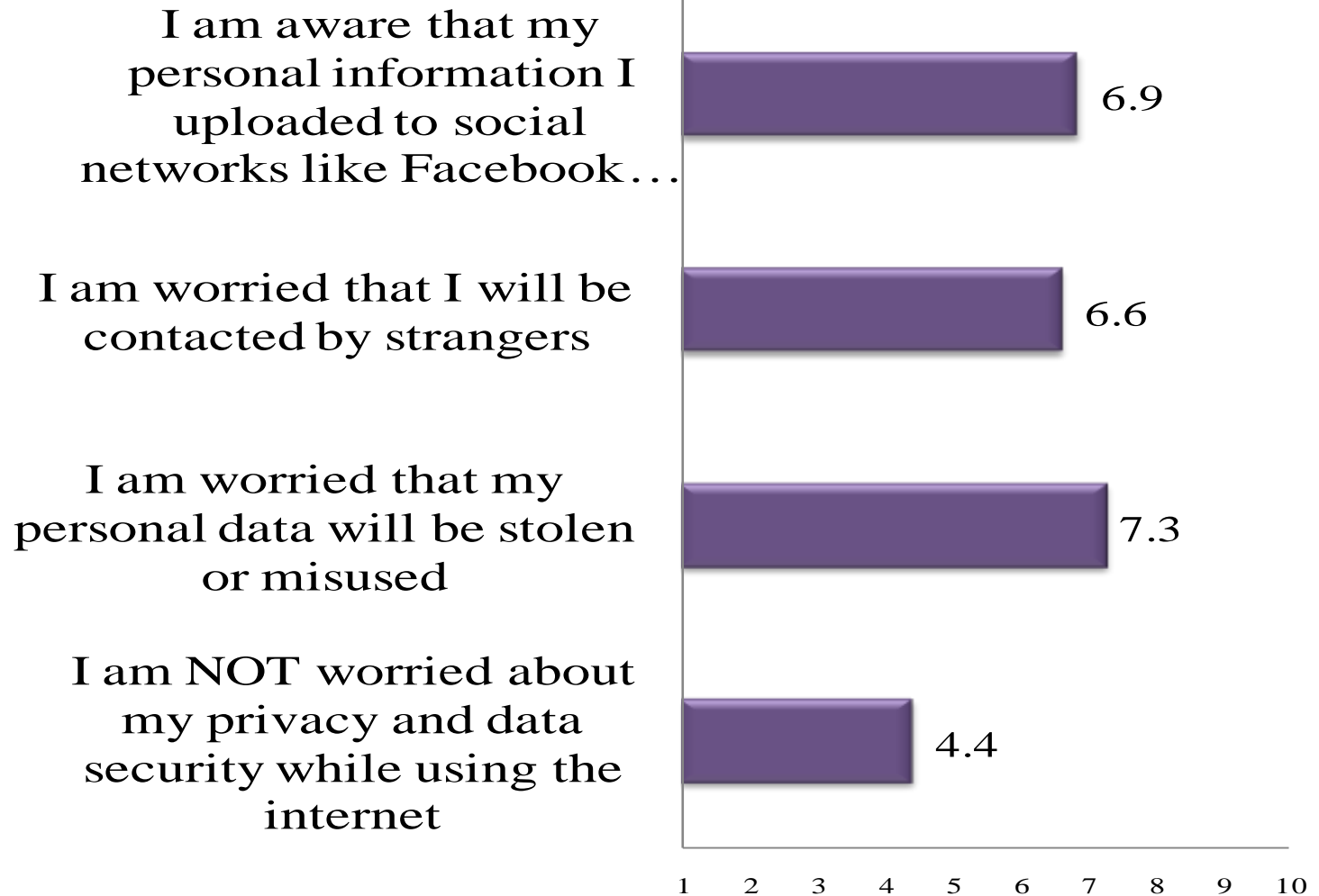
A Business monitors your activities on the Internet, recording your personal information that you leave on the sites you visit without your knowledge

77%

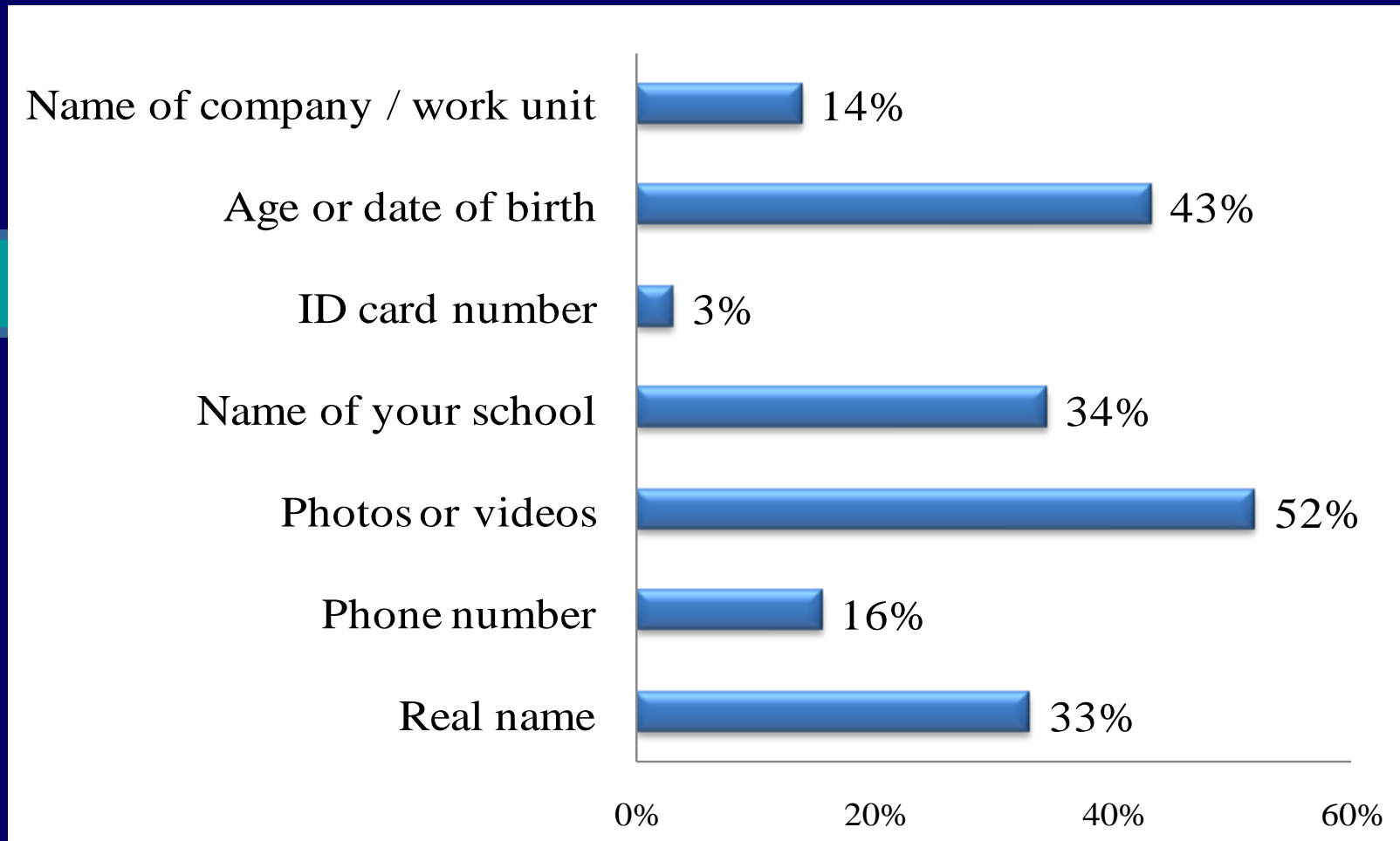
0% 20% 40% 60% 80% 100%



Whether worried about security of personal data uploaded to the Internet?



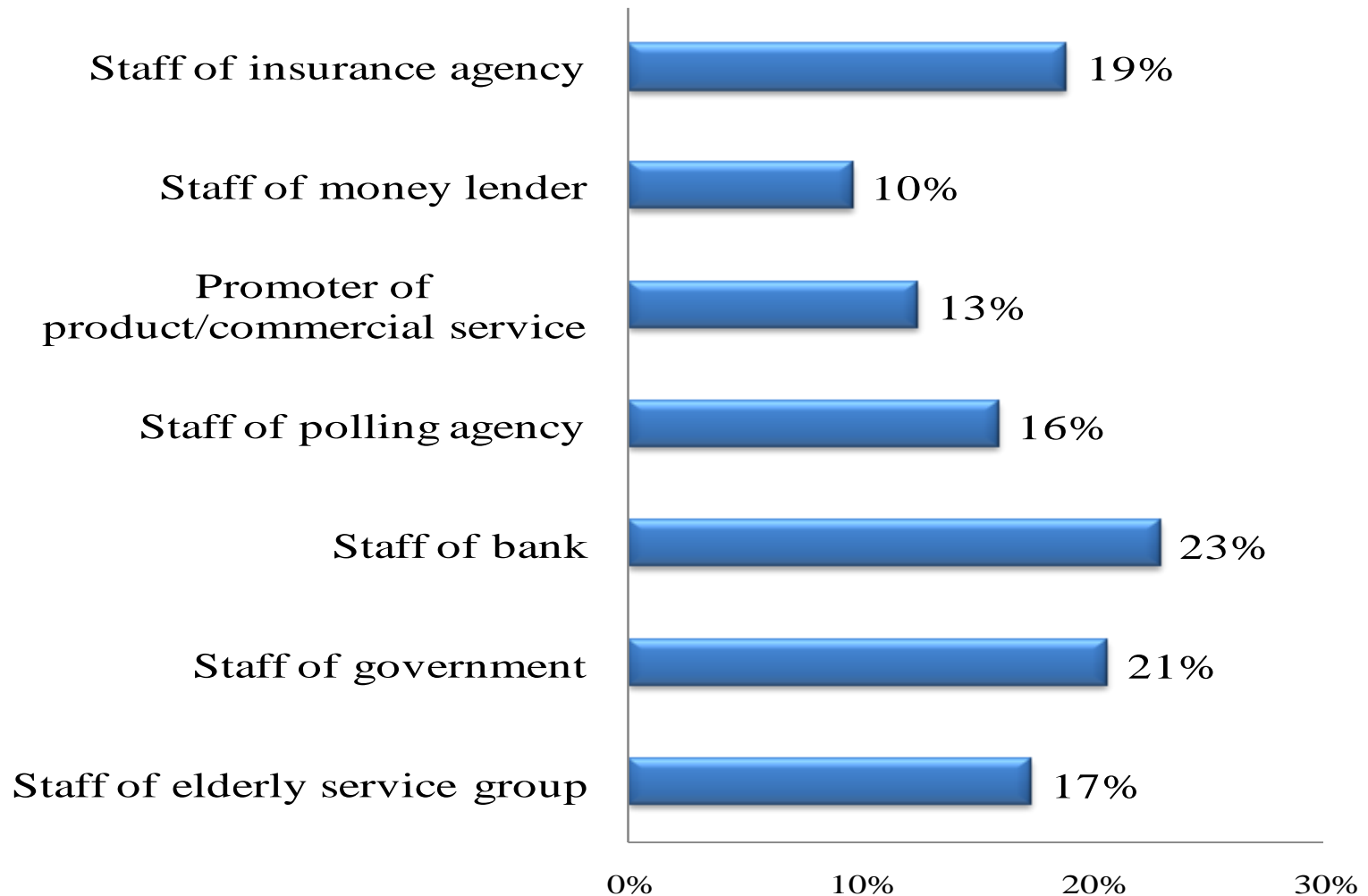
Posting of personal data in blogs, personal web pages, social networking websites.....



Trust in protection of personal data



Provide personal information over the phone to strangers claim to be.....



Cases considered to be misuse of personal data.....

You supply your information to a Business for a specific purpose and it uses it for another purpose

87%

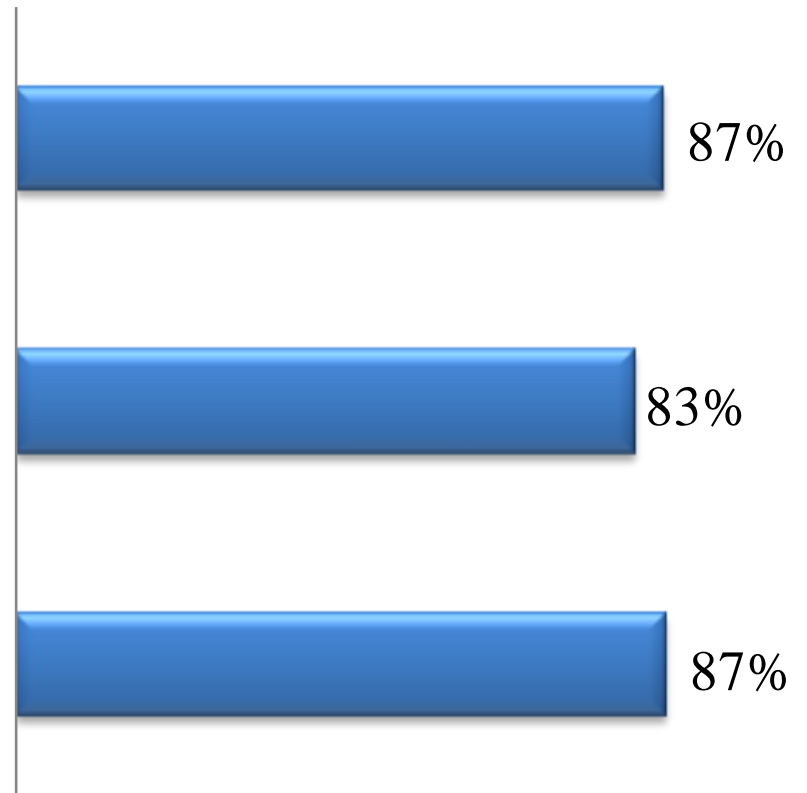
A Business asks you for personal data that doesn't seem relevant to the purpose of the transaction

83%

A Business that you haven't dealt with gets hold of your personal data

87%

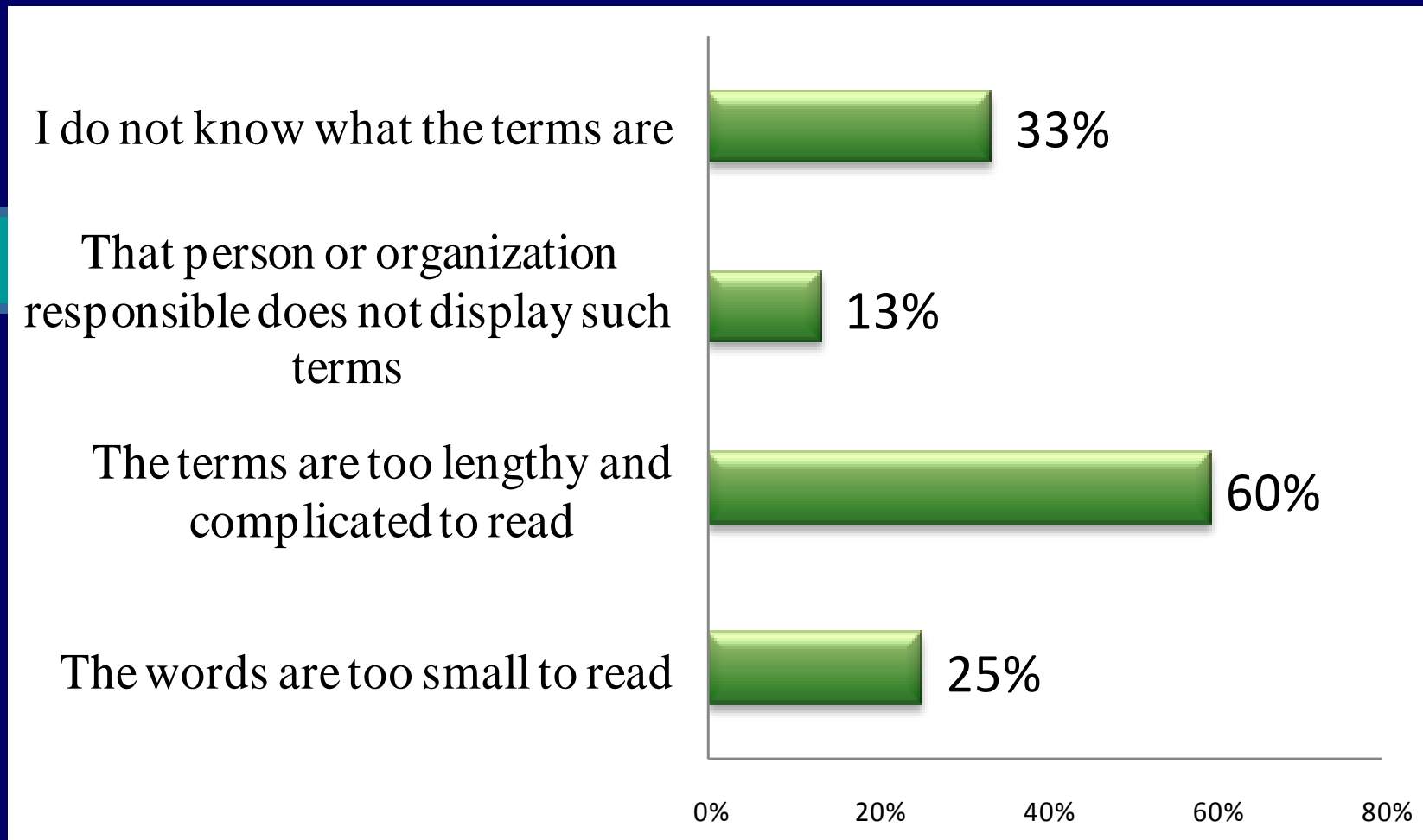
0% 20% 40% 60% 80% 100%



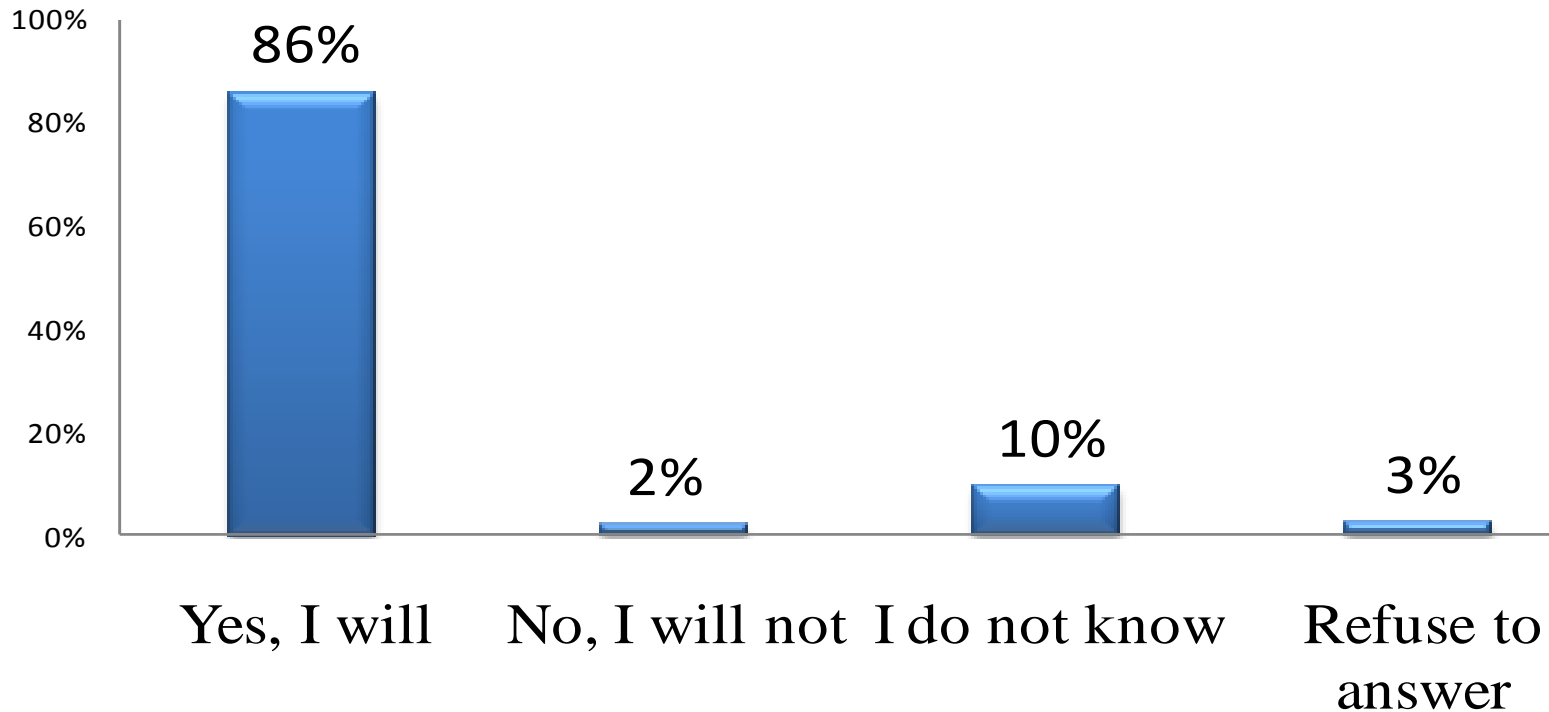
Whether read terms when supplying personal data, and why?

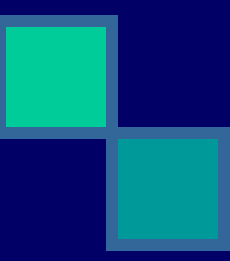
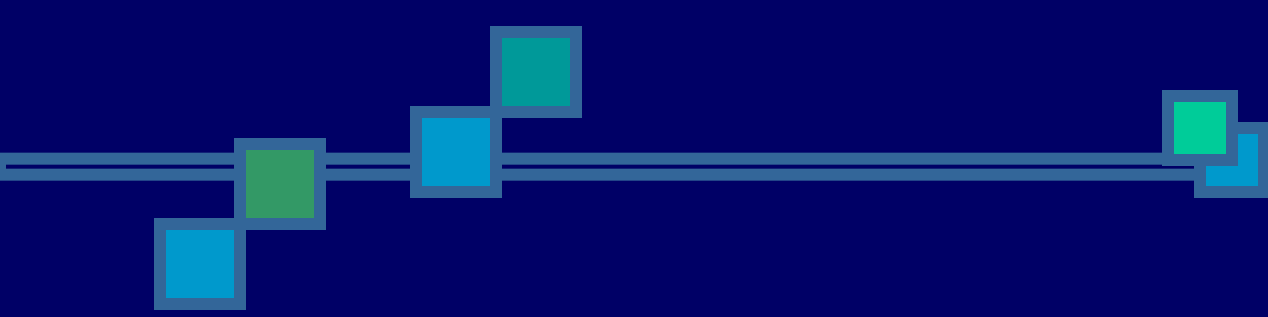
NO: 47%

Sometimes: 30%



Whether disclose personal data of relatives or friends, without permission, to obtain free goods/services





Thank you!

